



# DOWN SYNDROME INNOVATIONS

## THE MEANING BEHIND OUR NEW LOGO

### INNOVATION

The boundaries of the large box are broken by the other elements, alluding to our “outside-the-box” ideas and innovations developed by our team.

### CLEAR FOCUS

The center of the logo, emphasized with color, alludes to our clear focus on serving people with Down syndrome.

### PEOPLE-CENTRIC

Multiple squares that overlap and interact convey our understanding of the complexity and progression of each person with Down syndrome’s journey through all stages of life.

### INFORMED OPTIMISM

The yellow logo center highlights how our team focuses on bright possibilities for people with Down syndrome, based on decades of real experience.

### ADVOCACY

The boundaries of the large box are broken by the other elements, which suggest how we seek to break the boundaries of past limitations placed on people with Down syndrome.

### COMMUNITY

The squares that are overlapping and connected illustrate the support and interconnectedness of our families and community stakeholders, brought together around supporting and advancing opportunities for people with Down syndrome.

*A lifetime of support for a life full of opportunities.*